

Client Spotlight

A Leading Refining & Energy Company

The Business Challenge

A leading refining and energy business set out to build leadership and personal-effectiveness capability consistently across its entire workforce, from new graduates and operations teams on the plant floor to supervisors, managers and senior leaders. In a demanding, safety-critical and highly technical environment, it recognised that strong technical skills had to be matched by strong people-leadership: the ability to build trust, communicate clearly, manage priorities and lead teams reliably through change.

Rather than a one-off intervention, the organisation wanted a sustained, scalable approach that could develop successive cohorts year after year and embed a common leadership language across the business.

The FranklinCovey Solution

FranklinCovey Middle East built a long-term partnership with the organisation, delivering a broad portfolio of leadership and effectiveness programmes tailored to each level of the workforce and refreshed across successive cohorts over several years.

The curriculum spanned personal effectiveness and trust (The 7 Habits of Highly Effective People and Speed of Trust), team and people leadership (The 6 Critical Practices for Leading a Team, The 4 Essential Roles of Leadership, Multipliers and situational leadership), and productivity, communication and customer skills (The 5 Choices to Extraordinary Productivity, Leading Customer Loyalty and Presentation Advantage). Programmes were delivered to distinct audiences, from graduate and professional-development cohorts to operations teams, supervisors and managers, so each group built the capabilities most relevant to its role.

KEY ELEMENTS OF THE INITIATIVE

- A multi-year partnership developing successive cohorts across the organisation.
- Programmes tailored to every level, from graduates and operations teams to supervisors and managers.
- A broad FranklinCovey portfolio: 7 Habits, Speed of Trust, 6 Critical Practices, 4 Essential Roles and Multipliers.
- Productivity, communication and customer-focus skills alongside core leadership.
- Dedicated graduate and professional-development tracks for early-career talent.
- A common leadership language embedded consistently across the business.

Business Outcomes

Over the course of the partnership, the organisation built a consistent leadership and effectiveness capability reaching every level of the business. A shared language and a common set of habits now underpin how people manage themselves, work together and lead their teams, from the plant floor to senior management.

By developing successive cohorts year after year, including its incoming graduates, the organisation strengthened its internal talent pipeline and made leadership development a sustained part of how it grows its people, rather than a one-off event. The result is a more capable, aligned and resilient workforce, better equipped to deliver reliably in a demanding, safety-critical industry.

Industry

Oil & gas / refining

Region

GCC

Delivery

Blended: facilitated workshops across multiple cohorts

Engagement

Multi-year, enterprise-wide leadership partnership

Frameworks

7 Habits, Speed of Trust, 6 Critical Practices, 4 Essential Roles, Multipliers, 5 Choices